

What we claim is

1. A granular delivery system comprising a flavor or fragrance ingredient or composition distributed as droplets throughout a matrix of polymeric carriers, wherein said carriers comprise at least a carbohydrate material and from 1 to 7% of prehydrated agar agar, relative to the dried weight of the granular system.
2. A delivery system according to claim 1, wherein the carriers comprise from 1 to 3% of agar agar.
3. A delivery system according to claim 1, wherein the carriers comprise from 1 to 1.5% of agar agar.
4. A delivery system according to claim 1, wherein the flavor or fragrance ingredient or composition is hydrophobic.
5. A delivery system according to claim 1, wherein the carbohydrate material is selected from the group consisting of a maltodextrin or corn syrup, a chemically modified starch, a hydrogenated starch hydrolysate or a succinylated or hydrolysed starch.
6. A delivery system according to claim 1, wherein the carriers consist of maltodextrin in the form of a narrow cut of polymer chains and from 1 to 7% of agar agar.
7. A delivery system according to claim 6, wherein the carriers consist of maltodextrin in the form of a narrow cut of polymer chains and from 1 to 3% of agar agar.
8. A delivery system according to claim 5, wherein the polymeric carriers further comprise a sugar, selected from the group consisting of sucrose, glucose, lactose,

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maltose, fructose, isomalt, sorbitol, mannitol, xylitol, lactitol, maltitol, and hydrogenated corn syrup.

9. A delivery system according to claim 5, wherein the maltodextrin has a dextrose equivalent equal to or above 18.

10. A delivery system according to claim 1, wherein the flavor or fragrance ingredient or composition represents from 0.1 to 25% by weight relative to the dried granular system.

11. A delivery system according to claim 1, wherein the flavor or fragrance ingredient or composition represents from 5 to 16% by weight relative to the dried granular system.

12. Process for the preparation of a delivery system according to claim 1, comprising the following steps :

- a) combining and blending a flavour or fragrance ingredient or composition with a matrix comprising an aqueous solution of at least a carbohydrate material, from 1 to 7% of prehydrated agar agar, and optionally an emulsifier, under temperature and stirring conditions useful to produce a uniform melt thereof ;
- b) extruding the uniform melt through a die ;
- c) chopping, cutting, grinding or pulverising the material obtained as it exits the die or after cooling the melt ; and
- d) optionally drying.

13. Process according to claim 12, wherein the matrix consists of a hot carbohydrate melt of 4 to 12% moisture.

14. Process according to claim 12, wherein step d) is followed by the mixing of the obtained particles with a free flow agent.

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15. Use of a delivery system according to claim 1, for the release of a flavoring or perfuming ingredient or composition.

16. Use according to claim 15, in a product selected from the group consisting of a
5 chewing gum or a soft chewy confection, an ice-cream, a biscuit, a pharmaceutical preparation, a toothpaste.

17. Use according to claim 15, in a product selected from the group consisting of a
10 detergent, a fabric softener, a soap, a shower or bath gel, a shampoo or another hair-care product, a body lotion, a deodorant, and a home care cleaning product.